REMARKS/ARGUMENTS

Examiner stated, "The Specification is object of the following informalities: On page 1, of the Specification the US Patent Application Serial No. should be provided. Appropriate correction is required."

The US Patent Application Serial No.'s have been provided.

Examiner stated, "The abstract of the disclosure is objected to because of the phrase "Disclosed is a system" should be changed to "A method and apparatus". Correction is required. See MPEP §608.01(b)."

The abstract has been corrected.

Claims 1, 8, and 15-20 are currently amended; and Original claims 2-7 and 9-14 remain in the application.

Claims 1-20 are rejected under 35 U.S. C. 103(a) as being unpatentable over Levine (US Patent No. 6,385,590 B1) in view of Khan US Patent No. 6,546,393 B1).

Regarding claim 1, Levine discloses a system that enables the reconstruction of user-viewable visual stimuli observed through a browser–based interface comprising: a processing platform for executing code capable of reconstructing a user-viewable stimuli (see col. 2, lines 18-59; however, Levine fails to explicitly teach a storage platform for storing at least one user-viewed visual stimuli, the storage platform coupled to the processing platform.

- 9 -

Khan teaches a storage platform for storing at least one user-viewed visual stimuli, the storage platform coupled to the processing platform (see col. 11, lines 30-61). It would have been obvious to one of an ordinary skill in the art at the time the invention was made to provide teach a storage platform for storing at least one user-viewed visual stimuli, the storage platform coupled to the processing platform as taught by Khan to the system of analyzing a stimulus of Levine in order to determine the effectiveness of stimuli using the Internet for evaluating or reconstructing stimuli and their effect on respondents.

Regarding claim 2, Khan discloses further comprising a user interaction device coupled to the processing platform (see col. 7, lines 9-67).

Regarding claim 3, Levine discloses wherein the processing platform executes code capable of reconstructing a user-viewable stimuli, by receiving a selection of content for reconstruction; retrieving data; calculating what to display; and reconstructing a display (see col. 4, lines 21-65).

Regarding claim 4, Khan discloses further comprising a browser coupled to the processing platform (see figures 11-14).

Regarding claim 5, Khan discloses further comprising a browser interface coupled to the server (see figures 19-21).

- 10 -

Regarding claim 6, Levine discloses further comprising a network coupled to the processing platform (see figures 1-2).

Regarding claim 7, Levine discloses wherein the storage platform comprises a visual stimuli algorithm (see col. 8, lines 1-8).

Regarding claim 8, Khan discloses wherein the system is maintained in a Person Digital Assistant (PDA) (see col. 18, lines 8-61).

Regarding claim 9, Levine discloses wherein the network is the internet (see figures 1-2).

Regarding claim 10, Levine discloses comprising a host computer coupled to the network, the host computer for communicating with the processing platform (see col. 8, lines 41-67).

Regarding claims 11-13, Khan discloses further comprising an eye tracking device coupled to the processing platform (see figures 9-14).

Regarding claim 14, Khan discloses wherein the network is a wireless network (see figure 1).

As claims 15-20 are analyzed as previously discussed with respect to claims 1-14 above.

Currently amended Claim 1 claims a system that enables the reconstruction of user-viewable visual stimuli observed through a browser-based interface comprising: a

- 11 -

processing platform for executing code capable of reconstructing a user-viewable stimuli, wherein the reconstructed user-viewable stimuli represents visual stimuli as it was previously displayed; and a storage platform for storing at least one user-viewed visual stimuli, the storage platform coupled to the processing platform.

Khan discloses generating an *internet search directory* based on prioritized user bookmarks. Levine discloses effectively analyzing any stimulus that may be presented via a personal computer connected to the network by *asking* a participant attitudinal and/or behavioral questions regarding a stimulus *while* monitoring the participant's behavior when interacting with the stimulus. The claims of the present invention do not generate an internet search directory and do not relate to a participant being asked questions regarding a stimulus.

Currently amended claim 1, on the other hand, advantageously discloses a system that enables the reconstruction of user-viewable visual stimuli observed through a browser-based interface comprising a processing platform for executing code capable of reconstructing a user-viewable stimuli, *wherein the reconstructed user-viewable stimuli represents visual stimuli as it was previously displayed.* As such, a user can recreate a visual environment that was experienced in the past.

Currently amended claim 15 advantageously discloses a computer readable medium comprising instructions for: receiving a selection of content to be displayed;

- 12 -

identifying each unique instance of the content; enumerating through each unique instance of other content directly related to the content; and providing an previously displayed visual stimuli comprised of the content and the other content.

Currently amended claim 18 advantageously discloses a system that reconstructs user-viewable visual stimuli, comprising: means for receiving a selection of content to be displayed; means for identifying each unique instance of the content related to a parent web page; *means for enumerating through each unique instance of other content related to at least one child web page, wherein the child web page is related to the parent web page; and means for providing an previously displayed visual stimuli comprised of the parent web page and the child web page.*
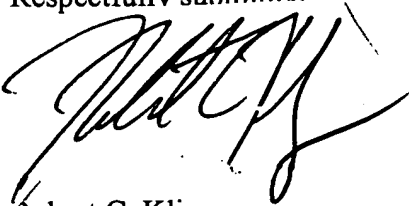
Amended Claims 8, 16, 17, 19 and 20 provide an antecedent basis for related elements and further clarification of the invention.

For the reasons stated above, Applicants believe currently amended independent claims 1, 15, and 18 are in condition for allowance and respectfully request they be passed to allowance. Since the remaining currently amended, and original claims dependent on currently amended independent claims 1, 15, and 18 which Applicants believe are in condition for allowance, Applicants believe the above mentioned currently amended, and original dependent claims are in condition for allowance and respectfully request they be passed to allowance.

- 13 -

The cited prior art do not make obvious the present invention, either alone or with the other references of record. Applicants respectfully request that a timely Notice of Allowance be issued in this case.

Examiner is invited to contact the undersigned by telephone if the Examiner believes that such a communication would advance the prosecution of the present patent application.

Respectfully submitted

Robert C. Klinger
Registration No. 34,365

Please send all correspondences regarding this matter to:

Jackson Walker L.L.P.
2435 North Central Expressway, Suite 600
Richardson, Texas 75080
972.744.2902 (Office)
972.744.2909 (Fax)

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